

# Now Comes Keith-O'Brien's Immense June Sale of White Goods, Domestics and Linens!

## BEING THE BIGGEST TO OCCUR IN A WHOLE YEAR, NATURALLY WE WANT TO TALK OF IT



**W**E want to interest you because the sale embraces features out of the ordinary. It is the department's annual, extraordinary effort. The stock is large, the qualities are the sort that can be depended upon, and the bargains are the kind which arouse enthusiasm. Every reduction is just what we say it is. Back of each claim is the reputation of the house.

Our entire stock is included—no reservations—for we insist that it will be a week of bargains. Each item fairly teems with interest.

Now for warm weather raiment! The summer season is here at last. Every one wants an airy, summer dress of dainty pattern: India linen, French lawn, fancy checked lingerie waistings, dotted swisses, Persian lawns—which are but a few of the many warm weather weaves. And it is the prettiest assortment we ever spread before eager eyes.

Replenish the wardrobe—amazing how much money you can save on sheets, pillow cases, bleached muslin, white Irish linen, towels, table damask—no end to the snowy white linens—marked way down—lower than at former sales. Then come sheetings, bed spreads, napkins, drawn work, scarfs and an endless variety of needed things almost at the sacrificing point.

Domestics in some instances cut to nearly cost. Seldom are domestics reduced. The margin is very small. But we are to make an exception this time; so you may look for real pick-ups. Come in Monday morning as soon as the store opens and look around. There are many surprises awaiting our customers.

We wish again to emphasize the beauty, the high character of the merchandise—the reliability of the sale.

### White Goods and Linons.

40-inch wide white India Linon, 12½¢ grade for \$1.35 yard.  
45-inch wide white French Lawn, 50¢ grade for 29¢ yard.  
Our entire line of fancy checked Lingerie Waistings, values up to 35¢ for 19¢ yard.  
Figured and dotted Imported Swisses, values up to 75¢ yard for 39¢ yard.  
Fancy new Lingerie Waistings, 45¢ grade for 39¢ yard; 60¢ grade for 45¢ yard.  
1000 yards Pin Dot Swiss, regular 25¢ grade for 19¢ yard.  
45-inch white Persian Lawn, regular 50¢ grade for 39¢ yard.  
45-inch Mercerized Lingerie, 50¢ grade for 39¢.

### Imported Lingerie Nainsooks.

12-yard piece.  
Regular \$4.00 grade for...\$3.00 Regular \$3.50 grade for...\$2.50

### Hemmed Sheets.

\$1x90 Regular 65¢ grade...49¢ \$1x90 Regular 90¢ grade...79¢  
\$1x90 Regular 75¢ grade...59¢ \$1x93½ Regular \$1.00 grade 89¢

### Hemstitched Sheets.

\$1x90 Regular \$1.25 grade...95¢ \$1x99 Regular \$1.50 grade \$1.20  
\$1x93½ \$1.35 grade...\$1.00 90x99 Regular \$1.75 grade \$1.35

### Hemmed Pillow Cases.

45x36 Regular 20¢ grade 16 2-3¢ 45x36 Regular 25¢ grade...20¢  
45x36 Regular 22½¢ grade...18¢ 45x36 Regular 30¢ grade...25¢

### Hemstitched Pillow Cases.

45x38½ Regular 35¢ grade...27¢ 42x36 Regular 30¢ grade...25¢

### Bleached Muslin.

36 inches wide. Regular 10¢ grade 7¢ yard.

### White Irish Linen Suiting.

All pure Linen.

45¢ grade...25¢ yard 65¢ grade...43¢ yard  
50¢ grade...33¢ yard 75¢ grade...59¢ yard  
\$1.00 grade...73¢ yard

### Odd Pattern Cloths.

82x2 yards; regular \$4.00 grade; special for this sale \$2.50 each  
Table Linen Remnants, in lengths from 1½ to 4 yards long; prices from 59¢ up to \$3.98.

### Bed Spreads.

Fringed and Hemmed.

\$1.00 grade for...69¢ \$2.00 grade for...\$1.65  
\$1.50 grade for...\$1.19 \$2.50 grade for...\$2.00  
\$1.75 grade for...\$1.39 \$3.00 grade for...\$2.33  
\$5.00 grade for...\$3.33 \$3.50 grade for...\$2.69

### To Our Out-of-Town Visitors

**Cordial invitation is extended to you to make this store your headquarters**

### Traveling Mens' Week

**We believe that if you will go through the different departments, careful shopping will result in a considerable lessening of your expenses to the city.**

**But even if you have no purchases to make come in anyway and look around. It will prove a pleasurable as well as an instructive visit.**

**It is a good idea, while in the city, to establish credit at Keith-O'Brien's. We are glad to open accounts with out-of-town customers. You will find it more convenient, economical and satisfactory.**

### Pure Linen Sheetting.

90 inches wide. Regular \$2.50 grade \$1.59 yard.

### Sheer Linen Cambric.

All pure linen.

50¢ grade for...33¢ yard \$1.00 grade for...75¢ yard  
65¢ grade for...39¢ yard \$1.50 grade for...\$1.00 yard  
75¢ grade for...50¢ yard \$2.00 grade for...\$1.39 yard

### Turkish Bath Towels, Bleached and Unbleached.

15¢ grade for...11¢ each 30¢ grade for...24¢ each  
20¢ grade for...16 2-3¢ each 40¢ grade for...30¢ each  
25¢ grade for...20¢ each 50¢ grade for...33¢ each

### Hemmed and Hemstitched Huck and Damask Towels.

Sizes 17x34, 10¢ grade, for...7½¢ Size 19x38, 30¢ grade, for...22½¢  
Size 18x36 12½¢ grade, for...10¢ Size 19x38, 35¢ grade, for...25¢  
Size 19x38, 25¢ grade for...20¢ Size 20x40, 45¢ grade, for...33¢  
Size 22x44, 85¢ grade, for...59¢

### Renaissance Scarfs.

Size 20x54—regular \$2.00 value, for...95¢ each  
5000 yards of Genuine Barnsley Crash. Regular price 20¢ yard, for...14¢ yard

### English Long Cloths.

in 12-yard pieces.

Regular \$1.50 grade for...\$1.10 Regular \$3.00 grade for...\$2.35  
Regular \$2.50 grade for...\$1.85 Regular \$3.50 grade for...\$2.45

### Cream Table Damask.

72 Inches Wide

All pure Linen; regular \$1.00 grade, for...75¢ yard

### Silver Bleached Table Damask.

72 Inches Wide.

All pure Linen; regular \$1.50 grade, for...\$1.00 yard

### Bleached Table Linen.

Extra heavy all pure Linen, 72 inches wide. Regular price \$1.50 yard; in this sale...\$1.00 yard

### Bleached Napkins.

22 inches, all pure Linen. Regular price \$3.75 dozen—this time...\$2.65 dozen

### Japanese Drawn Work Squares.

Irish hand embroidered Scarf and Squares, and Damask Scarf and Squares; all slightly soiled, at ½ and less than ½ price.

### Domestics and Wash Goods.

Best 7½¢ prints for...5¢ Figured Holland Lawns and  
Best Standard Apron Gingham, 30 inches wide; regular 20¢ yard, for...10¢  
Standard Percales, 32 inches wide. Regular 15¢ yard—unusual at...10¢  
Fancy Egyptian Tissues. You have been paying 35¢ for them, for...16 2-3¢

Manchester Percale, 36 inches wide; 18¢ value, for yd 12½¢  
Best English Cambric, 36 inches wide. Regular price 20¢ yard, for...15¢

Fancy Dress Gingham, in stripes, checks and plaids; 12½¢ values for...8 1-3¢

Best Domestic Dress Gingham—sold close at 15¢ yard—for...10¢  
Scotch Zephyr Gingham—all colors—regular price 25¢ yard, for...19¢

Imported French Zephyrs—cheap at 35¢ yard—for...25¢  
Hyde grade Galatea Cloth, 32 inches wide; retails regularly for 20¢ yard; this time 16 2-3¢

Figured and dotted Lawns; values up to 20¢ yard; extra bargain...3¢  
30-inch Manchester and Holly Batiste; 15¢ grade for...6¼¢

Fancy figured and dotted Batiste, 30 inches wide. You never bought this before under 18¢ yard, for...8 1-3¢

Cotton Voiles in blue, brown, cream and white; regular price 35¢ a yard, for...15¢

Mercerized Taffeta Checks; regular price 25¢ and 35¢ a yard. This time...12½¢

Black India Linon, 30 inches wide. Regular price 25¢ a yard, for...8 1-3¢

Linen color India Linon, 30 inches wide; values up to 35¢ a yard, for...10¢

Imported Japanese Crepes, in blues, pinks, reds, and greens; regular price 39¢ a yard...29¢

Mercerized Taffeta Check Calico, regular 10¢ yard, for...5¢

Comfort Cotton Challies in all colors; 6¼¢ regular, for...4¢

### Exclusive Tailored Suit Patterns

For Monday, Tuesday and Wednesday Only

### Half-Price

**These suit patterns will be placed on sale for three days at exactly half-price. A fine assortment of desirable shadings and effects. The prices below will give you a definite idea of the savings to be effected:**

\$15.00 Patterns . \$7.50  
20.00 Patterns . 10.00  
30.00 Patterns . 15.00  
35.00 Patterns . 17.50

### MOREOVER, THIS IS PARASOL WEATHER

Surprising how much interest there has been in parasols the last few days. Now that the weather seems settled, parasols will begin to be seen everywhere. Our stock is beautiful. Never showed such a wide range of styles. No trouble to match the dress. Marked close, too. \$1.35, \$1.65 and \$1.95.

### SPECIAL IN SHORT SILK GLOVES

All two and three-clasp gloves, in tan, mode, navy, gray and brown—75¢, \$1.00, \$1.25 qualities for 50¢.

### SCHOOL CHILDREN'S PYROGRAPHY OUTFITS

Regular \$2.25 for \$1.50

A fine chance to get the girl or boy the pyrographic outfit they have been wanting. This outfit consists of one designed basswood box, one benzine bottle, one alcohol lamp with glass top, one imported black rubber bulb, two feet of imported pure rubber tubing, one metal union cork, one cork handle, one genuine platinum point, two practice pieces, one bottle of art stain and one bottle of art filler.

### A Few Specials in White Basswood

These are all stamped with beautiful designs.

### MONDAY AND TUESDAY ONLY

With every stamped cushion cover that you buy on these two days you will get free of charge one-half dozen Brainard and Armstrong silks. Every tinted and stamped cushion cover is in the sale, so now is the time to get the pretty ones you have been wanting to embroider. We never have had as large a variety to select from. They are choice, and you can see an embroidered one if you will come in.

Large display of made-up pillows. Art section.